Exhibit A

Sundance Catalog Mailing List

Sundance Catalog is renowned for its rich assortment of handcrafted art-inspired merchandise reflecting the heritage and diversity of the American West.

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SEGMENTS COUNTS		THROUGH 05/02/2024
552,441	TOTAL UNIVERSE / BASE RATE	\$120.00/M
73,114	1 MONTH BUYERS	+ \$26.00/M
119,059	3 MONTH BUYERS	+ \$20.00/M
229,625	6 MONTH BUYERS	+ \$15.00/M
327,642	12 MONTH BUYERS	+ \$10.00/M
	FUNDRAISERS / PUBLISHERS	\$75.00/M

DESCRIPTION

Audience Profile

sundance

Since the first catalog mailed in 1989,

Robert Redford's *Sundance* Catalog has become domestically and internationally renowned for its rich assortment of handcrafted art-inspired merchandise reflecting the heritage and diversity of the american west. The catalog features a wide assortment of products, many of which are handcrafted by local artists and exclusive to *Sundance*. Products include casual apparel, unique jewelry, leather shoes and handbags, home furnishings and accessories, as well as distinctive gift items.

Demographics

Average Age: 57

Average Income \$165,000

Marketing Insight

Sundance buyers are responsive to a variety of offers, including home decor, gifts, apparel and accessories, epicurean, general merchandise, financial, travel, insurance and publishing. In addition, they donate to a variety of non-profit sectors that include environmental, cultural, humane services and animal welfare.

http://www.sundancecatalog.com

ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #596762 or click here to place your request.
- Use NextMark List Order Entry Software or Bionic Media Planning Software
- 5,000 NAME MINIMUM ORDER \$650.00 MINIMUM PAYMENT
- 85% NET NAME AVAILABLE ON ORDERS OF 50,000 OR MORE (\$10.00/M RUN CHARGE)
- EXCHANGE IS AVAILABLE
- REUSE IS AVAILABLE

!	POPULARITY:	100	
ı	MARKET:	CONSUMER	
ı	CHANNELS:	=	
1	SOURCE:	DIRECT MAIL	SOLD
Ц	PRIVACY:	UNKNOWN	
l	DMA?:	YES - MEMBE	R
J	STATUS:	PREFERRED I	PROVIDER
	GEO:	USA	
	GENDER:	81% FEMALE	20% MALE
	SPENDING:	\$185.00 AVERAGE ORDER	
	SELECTS		
	\$100+ BUYERS		\$42.00/M
	++=0.		+ + = 00/11

SELECTS		
\$100+ BUYERS	\$42.00/M	
\$150+	\$47.00/M	
\$200+	\$52.00/M	
\$50+ BUYERS	\$27.00/M	
\$75+ BUYERS	\$32.00/M	
1 MONTH HOTLINE	\$26.00/M	
12 MONTH HOTLINE	\$10.00/M	
3 MONTH HOTLINE	\$20.00/M	
6 MONTH	\$15.00/M	
ETHNIC	\$15.00/M	
GENDER	\$8.00/M	
GEO	\$10.00/M	
LIFESTYLE	\$15.00/M	
NON RECIPROCAL FEE	\$25.00/M	
OMIT HOUSEFILE	\$50.00/F	
PRODUCT	\$15.00/M	
PURCHASE	\$10.00/M	
RELIGION	\$15.00/M	
ADDRESSING		
KEY CODING	\$3.50/M	
EMAIL	\$75.00/F	

FIP	
RELATED	LISTS

- **POETRY**
- **■** WRAP/POETRY MASTERFILE

\$75.00/F

- **■** WRAP LONDON
- PERUVIAN CONNECTION
- WILAND CATALOG/ONLINE BUYERS DATABASE
- **VIVATERRA (VIVA TERRA)**
- AT WEST END ■ I FRONTGATE
- J FRUNTGATE
- **■** GORSUCH
- $\equiv \mathsf{SIGNALS}$

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